

Imagine Once, Imagine Twice, **Imagine the chairs**

**DAWON**  
C H A I R S

# OFFICE SEATING **COLLECTION** **2015** COLLECTION OF DAWON CHAIRS



Exclusively By:

**UTOPIA**  
L I V I N G

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Imagine Once, Imagine Twice,  
**Imagine the chairs**

## C.E.O. Greeting

Founded in 1997 by Gyu-Youn Lee, as a office seating manufacturer in Incheon, Korea, DAWON CHAIRS CO., LTD. has always focused to manufacture the comfortable office chairs with superb quality.

DAWON CHAIRS manufactures “sophisticated ergonomic chairs and chair parts”, serving the needs of various customer groups for architects, distributors, interior designers, retailers, space planners and wholesalers.

DAWON CHAIRS has been continuously upgrading manufacturing technology through R&D by an excellent team of highly skilled and professional industrial designers.

DAWON CHAIRS is an ISO9001/ISO14001 certified company, and the materials and components we select are all strictly tested by Korean standards with many patents and design utilities.

We're ready to share with you our huge collections, based on “High Quality, Stylish Designs, and Competitive Price”.

Thank Yours truly,

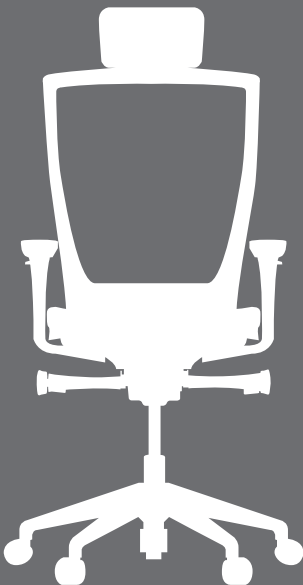
Best regards,  
Gyu-Youn Lee / CEO

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OFFICE SEATINGS  
PRODUCTS

2015 ver.1



**Dawon Chairs is** always developing the chair technology for providing the best office chair to your workplace. Feel the new seats and discover the secret of ergonomic functions and stylish designs.

We offer a wide range of seatings which is designed to support ergonomic comfort.

▼ Panorama of Dawon Chairs



## ABOUT DAWON CHAIRS

### To provide

enhanced seating posture,  
our stylish chairs adapt  
sophisticated ergonomic  
technologies.

### To promise

using eco-friendly materials, our  
product doesn't affect any harmful  
effect on the natural environment.

### To Keep

a partnership-oriented relation  
with our customers.

**Design Center** manages and researches from the beginning to the end of product planning, designing and engineering.



▲ In-house studio



▲ Design conference

## R & D CENTER

R&D Center ►



### Research & Planning

Analyzing out both trend and requirement of market place,  
Dawon Chairs is providing a high quality products to the  
market place at an appropriate moment.

### Development & Design

Based on the ergonomic analysis of human posture and  
gesture, Dawon Chairs strives to design a creative and  
comfortable chair with a state-of-the-art development in the  
raw material and mold tooling.

### Modeling & Engineering

Modeling and engineering have become increasingly  
important in today's chair industry. Quality of products made  
by Dawon Chairs begin with close evaluations of chair's  
structure and mechanism in its virtual stage.



The professional production lines of “Dawon Chairs” are equipped with **high-tech facilities**, and guarantees the stability and sophistication of the product quality. We were designated as one of the 100 masterpiece production companies from Korean government by the benefit of its excellent product quality. We have passed BIFMA TEST and also certified ISO9001/ISO14001. Ergonomic chairs of “Dawon Chairs” are specifically based on research of human body movement to provide maximum comfort and convenience for users, and guarantee the high performance and excellent quality with the strict quality control in the process of all production lines.

High quality  
Ergonomic  
Mechanism



▲ Injection molding machines

World-famous furniture exhibitions.

Dawon Chairs is regularly participating 5 times per year in global exhibitions (Guangzhou, Dubai, Chicago, Shanghai and Koln) to show our new concept and design.

Exhibition



▲ 2014 Orgatec, Koln



▲ 2014 NeoCon, Chicago



▲ 2014 CIFF, Guangzhou



▲ 2014 Dubai, U.A.E



▲ 2014 Shanghai, China



▲ Dawon Chairs showroom

Since 2010, some of our sales income has been contributed in helping the poor neighborhood to achieve the vision of sharing management.

Global  
Voluntary  
Service



# 01

Collection  
**Trium**



## **Trium with “Smart Lumbar Fit System”, Enlightenment for human body!!**

### **DESIGN CONCEPT**

The Trium chair is ergonomically designed to emphasize its curved outlook and sense of volume. It was inspired by the spatial impression of the human lumbar vertebrae. To stimulate user's sensitivity of feeling cozy, optional surface color of chair body may be chosen between matt white and matt black, so that it can be balanced with fabric colors without monotony.

The Trium chair was developed to more closely focus on the user-centered unique design where you will meet “Smart Lumbar Fit System”. By easily rolling the smart dial in the

“Smart Lumbar Fit System”, it allows users to sit in a comfortable position while the chair's backrest moves back and forth.

According to global demand, the size and shape of the seat is increased and more curved. The density of urethane foam is also improved for more comfort when seated. The Trium chair will be the starting point of our novel approach to the high-end design and will be one of the main challengers which will take the substantial lead in the global office chair market.





Stable structure and superior durability engineered by an ergonomic design enhances the product reliability and the various functions are also allowed for anybody who wants to be seated in comfort

Everyone has a different spinal shape! The Trium chair's innovative "Smart Lumbar Fit System" addresses the perfect lumbar comfort and proper tension to support user by simply rolling the smart dial. When the dial position is set, you will meet a comfortable seating!



## The ideal masterpiece for all

Everyone has a different spinal shape! The Trium chair's innovative "Smart Lumbar Fit System" addresses the perfect lumbar comfort and proper tension to support user by simply rolling the smart dial. When the dial position is set, you will meet a comfortable seating!



## Feel the new sitting and style!



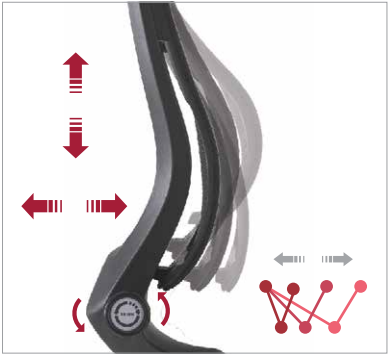
# Trium

Stable structure and superior durability engineered by an ergonomic design enhances the product reliability, and the various functions also allow for anybody who wants to be seated in comfort.

## FUNCTION



**Smart Lumbar Fit System (Type 1)**  
Degree of curve in the backrest is simply controlled by the smart dial which provides a body-fit contoured back support.



**Smart Lumbar Fit System (Type 2)**  
It provides a self-reacting backrest which is flexibly and automatically operated by user's leaning weight.



**3D Synchronized tilt mechanism**  
3D Synchronized tilt mechanism has a function of 4-locking positions, backrest angles, tension degree and seat depth(58mm)

## DETAIL FUNCTION



**Headrest**  
Height adjustable headrest is smoothly controlled and ergonomically designed in the form of a curved neck of human body.

**3D Armrest**  
Multi-adjustable armrest is universally designed for quickly adjusting to the changing needs of users.

**Seat**  
Seat depth adjustment will fit any states of user's seat posture regardless of leg's size and height.

**Synchronized mechanism**  
Multi-functional synchronized mechanism provides a proper position for both business concentration and rest. User can adjust the backrest angles and seat height for their proper positions.

**Height adjustable lumbar support (Optional)**  
Simple and removable lumbar support



## PRODUCT VARIATIONS

Specifications		White body					
		Mesh back + Fabric seat			Fabric back + Fabric seat		
		OC4011 WAM	OC4013 WAM	OC4023 WTM	OC4011 WAC	OC4013 WAC	OC4023 WTC
Head	Height Adjustable Headrest	●	●	●	●		
		●	●	●	●	●	●
Back	Mesh	●	●	●			
	Fabric				●	●	●
	P.U leather						
Seat	Fabric	●	●	●	●	●	●
	P.U leather						
Arm	3D Armrest	●	●		●	●	
	Fixed Armrest			●			●
Base	Polished Aluminum Base						
	Nylon base(White)	●	●		●	●	
	Cantilever Base			●			●
Caster	White casters(600)	●	●		●	●	
	Black casters(600)						

Specifications		Black body						
		Mesh back + Fabric seat			Fabric back + Fabric seat			P.U leather back & seat
		OC4011 KAM	OC4013 KAM	OC4023 KTM	OC4011 KAC	OC4013 KAC	OC4023 KTC	OC4011 KACL
Head	Height Adjustable Headrest	●	●	●	●			●
		●	●	●	●	●	●	●
Back	Mesh	●	●	●				
	Fabric				●	●	●	●
	P.U leather							
Seat	Fabric	●	●	●	●	●	●	●
	P.U leather							
Arm	3D Armrest	●	●		●	●		●
	Fixed Armrest			●			●	
Base	Polished Aluminum Base							●
	Nylon base(Black)	●	●		●	●		
	Cantilever Base			●			●	
Caster	White casters(600)							
	Black casters(600)	●	●		●	●		●

## UPHOLSTERY FABRICS

Various functional options and customized color finishes provides more useful choices to fit user's customized purpose.





# 02

Collection  
**Ales**



AL 100L



AL 200L



AL 110L



AL 210L



AL 100



AL 200



AL 110



AL 210

Ales chair, slim and sensible design makes the new comfort to your work area.





Ergonomic designs and finishes provide a comfortable seating state and an excellent breathable mesh backrest gives the proper working environment.



#### Adjustable headrest

Headrest adjustment device provides the comfortable feeling and reduces working fatigue.



#### Multi locking

The user can adjust the back of the chair to the desired angle or position. Switch the left lever under the seat downward to lock the tilt action.



#### Adjustable lumbar support

Perfectly fits the user's waist shape by moving the lumbar support up/down and forward/backward



#### Sliding seat

To induce the correct posture of the spine, you can adjust the depth of the seat



#### Synchronized tilting

Synchronized tilt moves in 2:1 ratio. When the user leans back, the angle of seat also rises, so the most comfortable posture is available.



#### [Option 1]

Nylon base



#### [Option 2]

Polished Aluminum base



#### 3D Adjustable armrest

User's natural arm and shoulder position is available by adjusting armrest, which relieves the fatigue of back and shoulders.



#### Suit hanger (Optional)

Optional choice for suit hanger.



# 03

## Collection Siren



### Adjustable headrest

Height adjustable headrest provides a proper position by user's state and the angle is easy to change based on user's intention.



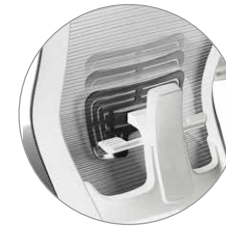
### 3D armrest

It allows the user to adjust the angle, height and depth of armrest position. Variety of armrest functions help to reduce the fatigue.



### Sliding seat

To induce the correct posture of the spine, you can adjust the depth of the seat.



### Adjustable lumbar support (Height and Depth)

Patented design of lumbar support is smoothly adjustable in its height and depth to fit into the lumbar spine of the user.



SR 100LW-AL



SR 200LW-AL



SR110LW



SR210LW

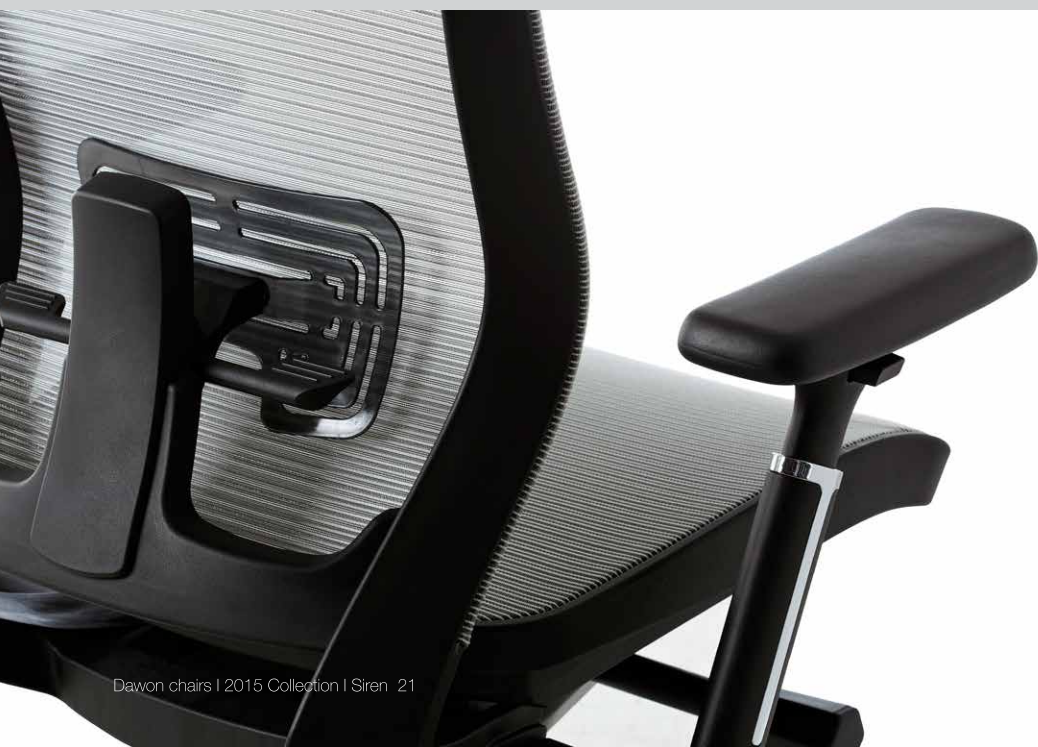


Various color options and compatibility of the chair components provide a huge range of product selections. It fulfills all customer's needs



#### We are spending so much time sitting at a desk!

The role of office chair in human life is not an eligible. Ergonomically designed Siren chair provides the answer of our concern. High quality mesh backrest wraps the user's body up to achieve the comfort and the high air-permeability drops the body temperature down and makes sweat away. You can feel the great comfort and pleasant feeling during the entire work.



SR 100L-AL



SR 200L-AL



SR 110L



SR 210L



SR 300L



# 04

Collection  
**Arche**



Office chair is the most intimate furniture with human life, the main purpose is to keep the safety and the health of users.





### 3D Adjustable armrest

Up/down, forward/backward and pivoting 3D armrest allows the high performance of comfort and convenience.



### Adjustable lumbar support

The depth of a hi-glossy lumbar support is automatically adjustable by proportional of use's weight .



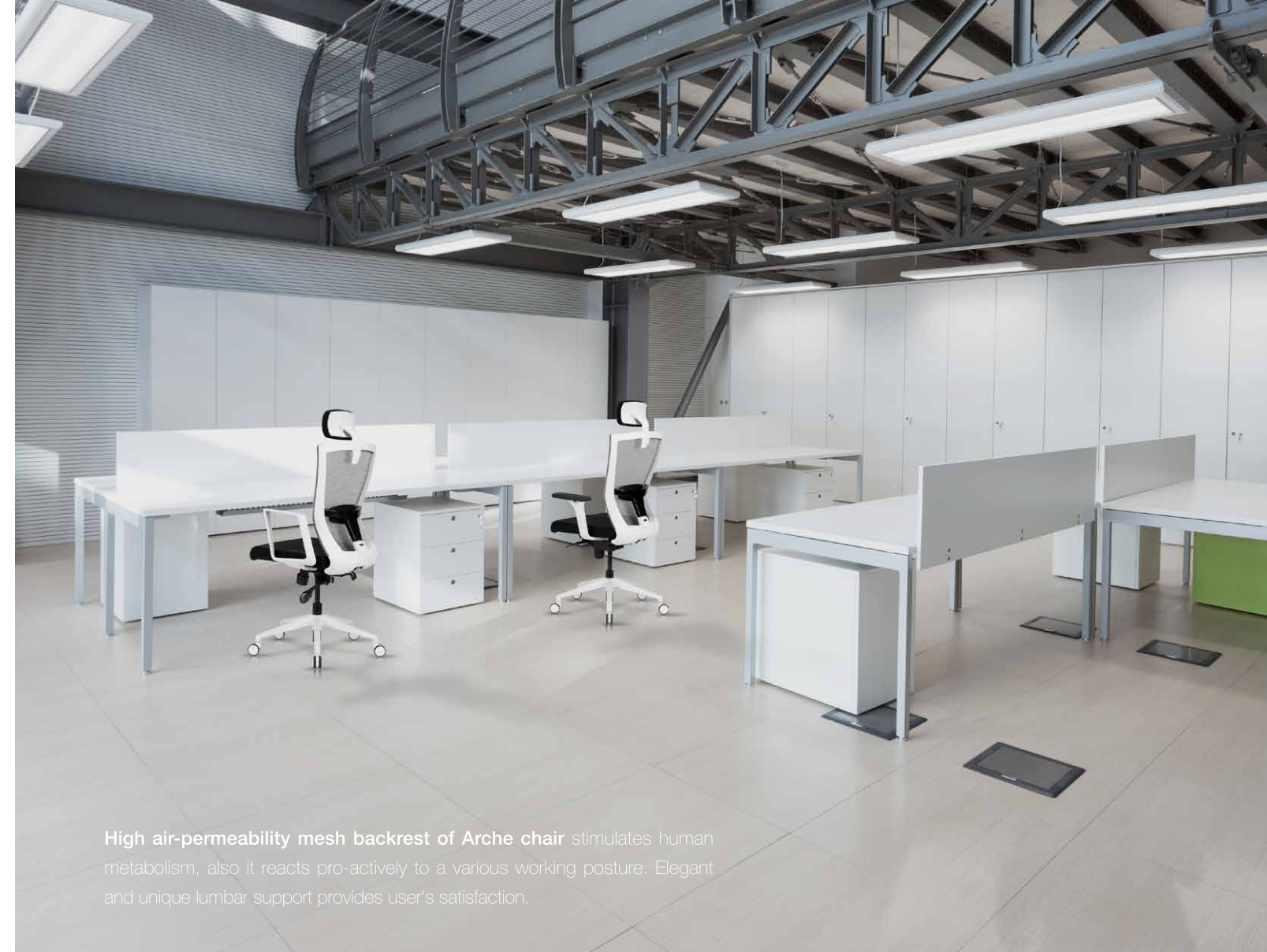
### Adjustable headrest

Height adjustable headrest provides a proper position by user's state and the angle is easy to change based on user's intention.



### Synchronized tilting mechanism

It provides the optimal seat angles connected to the backrest position and makes the user control the tension and angle with ease.



High air-permeability mesh backrest of Arche chair stimulates human metabolism, also it reacts pro-actively to a various working posture. Elegant and unique lumbar support provides user's satisfaction.



OC3011-KT



OC3013-KT



OC3011-WAL



OC3013-WAL



OC3011-WTL



OC3013-WTL



OC3023-WL



OC3023-KL



OC3011-KAL



OC3013-KAL



OC3011-KTL



OC3013-KTL



# 05

## Collection ProMAX



PM 100MW



PM 200MW



PM 101PW



PM 201PW



PM 100M



PM 200M



PM 101M



PM 201M



PM 300M



### Double layer backrest

Unique double layer backrest structure fully supports user's back while responding proportionally to the user's leaning weight, and the high quality mesh ensures the fast release of heat and moisture, which leads to the most pleasant sitting conditions.



### Synchronized tilting

Synchronizing mechanism provides separated backrest tilting in 5 different locking position. By rolling clockwise and anti-clock wise of torsion bar, user can easily adjust the tension of the backrest and anti-shock function system gives always 'safe condition' in any circumstances.

Promax chair, the auto-reacting double layer lumbar support by proportional of sitter's weight, provides the maximum comfort and reduces the working fatigue.

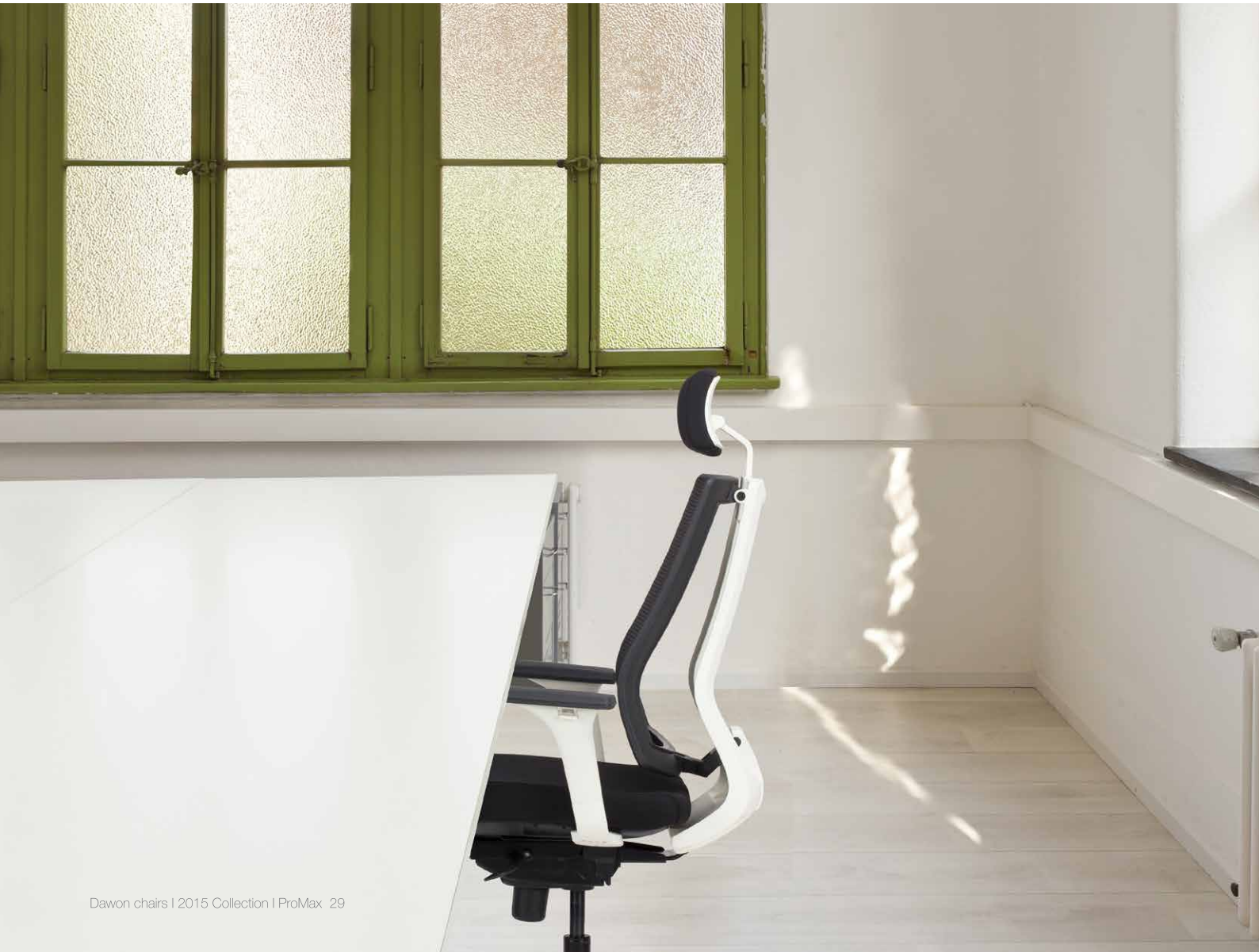


PM 100MW-S



**Sliding seat**

To induce the correct posture of the spine, you can adjust the depth of the seat





# 06

Collection  
**Nuclear**





# 07

Collection  
**Cobi**  
High back

Stylish appearance and compact design increases the efficiency of working capacity and the space utilization.



[Option 1] Synchronized tilt mechanism  
[Option 2] Knee tilt with any-locking function



OC 2011-LA



OC 2012-LA



OC 2011-KA



OC 2012-KA



**One-touch headrest** (Optional)

Easy to install by a simple assembly of headrest. Users can easily mount or dismount the one-touch headrest on purpose.



[Option 1]  
Adjustable armrest



[Option 2]  
Fixed armrest



[Option 1]



[Option 2]

**Base**

Star base with urethane twin casters



**Lumbar support** (Optional)

Simple and removable lumbar support



# 07

Collection  
**Cobi**  
Low back

Cobi chair is devoted to its basic function as an office furniture with simple and slim design.



OC 2013-LA



OC 2013-LT



OC 2023-LA



OC 2013-KA



OC 2013-KT



OC 2023-KA

**CoBi**, the mascot of the office.





# 08

Collection  
**Warp**



**Suit hanger** (Optional)  
Optional choice for suit hanger.



[Option 1]  
Adjustable armrest



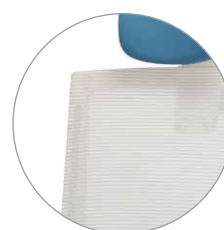
[Option 2]  
Fixed armrest



**Sliding seat**  
To induce the correct posture of the spine, you can adjust the depth of the seat



**Synchronized tilting mechanism**  
has a function of 5-locking positions, backrest shock-protection, tilt tension adjustment and height adjustment.



**Mesh backrest**  
High quality mesh material for backrest provides the excellent air-permeability and the great elasticity.



**Adjustable lumbar support (Height)**  
Patented design of lumbar support is smoothly adjustable in its height and fits the lumbar spine of the user, which provides a comfortable seating.





It provides satisfaction and visual quality experience to the user through the finishing materials and a variety of options.



**Suit hanger** (Optional)  
Optional choice for suit hanger.



Nowadays, office space has become increasingly diverse and complex. Office chair is identified as the most important factor in improving the efficiency of work and health of office workers. By applying various user-oriented functions to the ergonomic design, Warp series provides a more comfortable working environment, making the work space filled with vibrant colors and chic designs.





# 09

Collection  
**D10**



#### Self-pivoting backrest

The main function of D10 backrest is self-pivoting. It provides the proper backrest angles which perfectly fit into various shapes of back. Automatic pivoting backrest addresses a good posture and comfort.



#### One-touch headrest

Easy to install by a simple assembly of headrest. Users can easily mount or dismount the one-touch headrest on purpose.



#### Height adjustable knob

'The simplest design is the best achievement!' We focused on simple and good looks, but ease to use. This hidden height adjustable knob is the answer of our question. A tiny and well-located lever is very functional and visually harmonized under the seat.



[Option 1]



[Option 2]

#### Base

Star base with urethane twin casters

# D10

Multi-use chair series

Simple, functional and satisfaction in any purpose of using.



OC 2211-KT



OC 2213-KT



OC 2214-KT



OC 2273-KT



OC 2274-KT



OC 2273-KN



OC 2274-KN

# 10

## Collection Seating



STG 100



STG 200



STG 300



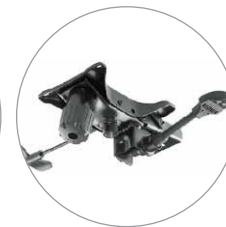
# 11

## Collection Air Mesh



[Option 1]

Synchronized tilt mechanism



[Option 2]

Knee tilt with any-locking function



[Option 1]

Nylon base



[Option 2]

P.P. base

### Base

Star base with urethane twin casters



AI 100



AI 200



AI 300





# 12

Collection  
**Basso**

Harmony of courteous & modern sense,  
synchronized tilt mechanism keeps up the  
comfortable posture.



By using synchronized mechanism, it supplies maximum comfort and rest with right sitting posture when taking a seat.



Polished steel armrest with simple & elegant PU pad.



**[Option 1]**  
Polished Aluminum base



**[Option 2]**  
Nylon Base

#### Base

Star base with urethane twin casters



BAS100



BAS110



# 13

## Collection Sedia



### Adjustable headrest

Easy-to-adjust headrest provides a proper position by user's state and the angle is easy to change based on user's intention.



### Synchronized tilting

Synchronized tilt mechanism allows the backrest in four positions for support while sitting upright or relaxing.



### Control knob

By controlling of the height of the seat and the angle of the backrest, it provides the maximum comfort of seating state.



OC3511-WA



OC3513-WA



OC3523-WA



OC3511-WT



OC3513-WT



OC3523-WT

Natural harmony with multiple work spaces just like You.

**SEDIA** seeks for the various color options and ergonomic design with basic functional mechanism.



Smooth and balanced outline of Sedia in harmony with clean bright color will create an office environment with a sense of stability.

**Various color options and compatibility of the chair components** provides a huge range of product selections for all customer's needs.

Tilt-mechanism reacts extremely smoothly to user's movement and multi-adjustable 3D armrest provides the best comfort even under **a long time work load**.



# 14

## Collection Lugar



### Adjustable headrest

Height adjustable headrest provides a proper position by user's state and the angle is easy to change based on user's intention.



### Synchronized tilting

Synchronized tilt mechanism allows the backrest in four positions for support while sitting upright or relaxing.



### Fixed arms

Fixed armrest is designed to harmonize the outline of the backrest and seat.



**Lugar series** is designed to wrap the whole body up by curved shape of the backrest, providing comfort posture and pleasant work environment.



OC3311-KA



OC3313-KA



OC3323-KA



OC3311-KT



OC3313-KT



OC3323-KT



OC3311-ET



OC3313-ET



# 15

## Collection D9

Combination of smooth finish and stable outlook displays a cozy work space.



### Adjustable headrest

Height adjustable headrest provides a proper position by user's state and the angle is easy to change based on user's intention.



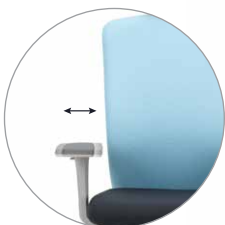
### Synchronized tilting mechanism

- 4 different locking position
- Height adjustment



### 3D Adjustable armrest

- Height (60mm)
- Forward & backward (40mm)
- Left & Right (15mm)



OC3611-LA



OC3613-LA



OC3623-LA



OC3611-KA



OC3613-KA



OC3623-KA



OC3611-LT



OC3613-LT



OC3623-LT



OC3611-KT



OC3613-KT



OC3623-KT

# 16

Collection  
**Capri**



Capri is a practical task chair which focuses on the basic functions of office chair.



CA 100



CA 200



CA 300

# 17

## Collection Maestro

Specialized for executives, stylish leather finishes and synchronized mechanism provide the comfort.



[Option 1]

Nylon base

[Option 2]

P.P. base

### Base

Star base with urethane twin casters



[Option 1]

Synchronized tilt mechanism



[Option 2]

Knee tilt with any-locking function



MA 100



MA 200



NMA 100



NMA 200



MA 300



MAS 110



MAS 300



MG 100



MG 200






MG 300





# 18

## Collection Cuckoo

-  Anti-static application
-  Recyclable high strength plastic
-  Easy to carry by handle hole
-  Saving space by stacking



Various selection of Cuckoo chairs address the satisfaction for users.





# 19

Collection  
**Duke**



Smart and stylish for any task.  
Just like You.



DK 100SW



DK 200SW



DK 200SW-F



DK 100WFO



DK 200WFO



DK200FO-F



# 20

## Collection Matic



Detail



Simple, convenient  
and functional for multi-purpose use.



MTC 100SW



MTC 200FO



MTC 200F ST



MTC TAB 100

Self-pivoting backrest automatically responds to any shape of user's spine angle.  
Foldable seat and horizontally stackable body makes space efficiency.





21

Collection  
**Sensor**



SEN 100



SEN 110



SEN 300



SEN 310

# 22

## Collection Erica



Anti-static application



Recyclable high strength plastic



Easy to carry by handle hole



Saving space by stacking



Anti-noise condition by soft plastic glides



PC 2145



PC 2125



PC 2115



PC 2165



PC 2195M



PC 2195



PC 2105



PC 2155

Erica chairs with smart curves are useful for diverse communicational spaces such as lecture room, conference room and seminar room. Various color selections and easy-to-carry handle hole provide a proper satisfaction.





# 23

Collection  
**A1**



PC 2245-WN



PC 2245-WT



PC 2215-WNA



PC 2215-WTA



Multi-stackable and smart curved body.

**A1 chair provides a good harmony of your space.**

Easy to set, stylish design and multiple uses.  
A1 chair has a key of interior



PC 2245-W



PC 2245-O

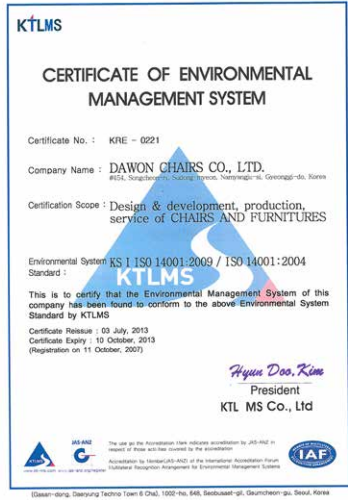


PC 2245-N



PC 2245-K

# Status of certificate





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Actual product color may be different from photographs due to the characteristic of printed media. All specifications, sizes and colors are subject to change without prior notice for improvement.

